

**MIA | MERCATO INTERNAZIONALE AUDIOVISIVO
TO BE BACK IN ROME
FROM OCTOBER 14 TO 18 2024
WITH ITS 10TH EDITION
IN CONTIGUITY WITH ROME CINEMA FEST**

Rome, December 21st, 2023 - After an extraordinary 2023 edition that saw an increase in participation compared to the 2022 edition with 2,600 participants from 66 countries around the world (+10% more countries than in 2022), **MIA-Mercato Internazionale Audiovisivo**, promoted by **ANICA** and **APA**, returns to Rome from October 14 to 18, 2024 with its tenth edition. The 2024 edition of MIA will be held in contiguity with Rome Film Fest (October 16-27).

The two main national associations return to renew their joint commitment to the organization of the market, an incubator of business and internationalization, which promotes the enhancement of exports and the facilitation of international co-productions, also strengthening the positioning of Italian audiovisual in the global landscape.

MIA is today one of the main international industry events dedicated to audiovisual. Created in 2015 by a well-established joint venture between **ANICA** (Italian Association of Film, Audiovisual and Digital Industries), chaired by Francesco Rutelli, and **APA** (Italian Audiovisual Producers Association) chaired by Chiara Sbarigia, MIA is supported by the Italian Ministry of Foreign Affairs and International Cooperation, ITA-Italian Trade Agency, with the contribution of Creative Europe MEDIA; the Italian Ministry of Culture, the Italian Ministry of Enterprises and Made in Italy, and the Lazio Region.

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